

Maryland Office of the Attorney General

- Situation** When Maryland residents encounter situations in which their health plan refuses to cover a medical procedure or pay for a service that has already been provided, they often don't know where to turn for assistance. However, the Maryland Office of the Attorney General, through its Health Education+Advocacy Unit (HEAU), helps consumers resolve these and other health insurance-related disputes, completely free of charge. To expand awareness of HEAU's services, the Maryland Office of the Attorney General solicited bids from over a dozen marketing communications firms to develop creative work for a statewide campaign.
- Solution** After The Design Channel was awarded the assignment, we created an "SOS" concept with visuals and copy centered on a life ring/rescue theme. It included a phone number (*800-817-MDcares*) and a website URL (*MarylandCares.org*) that reinforced HEAU's desire to assist individuals who needed an advocate and legal resource for their situation. The campaign was executed through a wide variety of channels, including print ads, billboards, transit shelter posters, commuter rail kiosks, and bus displays throughout Maryland.
- Result** The campaign was rolled out in May 2013 and is scheduled to run in all areas of the state through the end of July.

- o positioning
- o tagline
- o logo

Lifelines

The services provided by HEAU are vitally important to Marylanders whose health and/or financial security are potentially in danger. It's clear that HEAU is providing a "lifeline" to individuals under this threat and that people are being "saved" by this valuable resource from the State of Maryland. As such, we brought this sentiment to life with this approach.

Research Modes Used:

- One-on-one interviews
- Competitive brand benchmarking
- Desk research
- Review of primary research



HEALTH
INSURANCE
S·O·S



When my insurance wouldn't pay for medication I needed, the State of Maryland came to my rescue.

The Maryland Attorney General's Health & Education Advocacy Unit (HEAU) is on your side to help solve any health insurance problems. Contact us for **FREE** assistance with:

- A claim denial or appeal
- A dispute over medical equipment or medical billing
- Identifying available insurance options
- Understanding your health insurance forms
- Knowing your rights

You don't have to risk your health or finances by trying to solve confusing health insurance or billing problems on your own. HEAU—we're here to help.

800-817-MDCares **MarylandCares.org**




Douglas F. Gausler
Attorney General

The Federal Center for Consumer Information & Insurance Oversight provided graphic design for this advertisement under the Affordable Care Act.

HEALTH
INSURANCE
S·O·S



When her hearing aids stopped working, the State of Maryland provided us a lifeline.

The Maryland Attorney General's Health & Education Advocacy Unit (HEAU) is on your side to help solve any health insurance problems. Contact us for **FREE** assistance with:

- A claim denial or appeal
- A dispute over medical equipment or medical billing
- Identifying available insurance options
- Understanding your health insurance forms
- Knowing your rights

You don't have to risk your health or finances by trying to solve confusing health insurance or billing problems on your own. HEAU—we're here to help.

800-817-MDCares **MarylandCares.org**




Douglas F. Gausler
Attorney General

The Federal Center for Consumer Information & Insurance Oversight provided graphic design for this advertisement under the Affordable Care Act.

HEALTH
INSURANCE
S·O·S



When I got bills for her operation after my insurance should have paid them, the State of Maryland saved me.

The Maryland Attorney General's Health & Education Advocacy Unit (HEAU) is on your side to help solve any health insurance problems. Contact us for **FREE** assistance with:

- A claim denial or appeal
- A dispute over medical equipment or medical billing
- Identifying available insurance options
- Understanding your health insurance forms
- Knowing your rights

You don't have to risk your health or finances by trying to solve confusing health insurance or billing problems on your own. HEAU—we're here to help.

800-817-MDCares **MarylandCares.org**




Douglas F. Gausler
Attorney General

The Federal Center for Consumer Information & Insurance Oversight provided graphic design for this advertisement under the Affordable Care Act.

HEALTH
INSURANCE
S·O·S



When my insurance wouldn't pay for medication I needed, the State of Maryland came to my rescue.

The Maryland Attorney General's Health & Education Advocacy Unit (HEAU) is on your side to help solve any health insurance problems. Contact us for **FREE** assistance with:

- A claim denial or appeal
- A dispute over medical equipment or medical billing
- Identifying available insurance options
- Understanding your health insurance forms
- Knowing your rights

You don't have to risk your health or finances by trying to solve confusing health insurance or billing problems on your own. HEAU—we're here to help.

800-817-MDCares **MarylandCares.org**




Douglas F. Gausler
Attorney General

The Federal Center for Consumer Information & Insurance Oversight provided graphic design for this advertisement under the Affordable Care Act.

